DOCUMENT RESUME

ED 072 319 AC 014 151

AUTHOR	Miller, Mason E.
TITLE	Job Market Situation Survey for Agricultural Communication Graduates.
INSTITUTION	Michigan State Univ., East Lansing. Coll. of Agriculture and Natural Resources Education Inst.
REPORT NO	ANREI-Pub-26
PUB DATE	Jan 73
NOTE	43p.
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*College Graduates; *Communication Skills; Data Collection; Higher Education; *Job Market; Mass Media; *Off Farm Agricultural Occupations; Publications; Questionnaires; Surveys
IDENTIFIERS	College of Agriculture and Natural Resources; *Michigan State University

ABSTRACT

Results of a questionnaire survey concerning the job markets for graduates of the Agricultural Communication program of the Michigan State University's College of Agriculture and Natural Resources are presented. The questionnaire was mailed in June 1972 to 481 names of agriculturally related publications and individuals who are on the mailing lists of the MSU Department of Information Services; 103 replies were received. The data from the survey are broken down into four classifications: land-grant, out-of-Michigan publications, Michigan television and radio, and Michigan publications. The results of the survey indicate the following: (1) there were a number of positions among the organizations that call for college or university communication training; (2) there seems to be considerable need for further publicizing among and "educating" of potential employers on details of the MSU major; (3) among most of the organizations surveyed, a beginner on the staff would have some chance of promotion; (4) about half of the organizations have what they call "intern" programs; (5) about a quarter of the respondents indicated they would be interested in an on-campus conference to talk with students and learn more about agricultural communication; (6) most respondents who commented on the voids between student training and on-the-job-needs mentioned basic skills such as spelling, grammar, writing, and practical experience on-the-job; and (7) there is a need for such graduates; jobs are available; and salaries are competitive. Appendixes provide the covering letter and questionnaire, topic suggestions for a conference, and experience needed, positions, skills, and salaries. (DB)

ED 072319

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY

ANREI Publication No. 26

Job Market Situation Survey for Agricultural Communication Graduates

Mason E. Miller

Education Institute
College of Agriculture and Natural Resources
Michigan State University
East Lansing, Michigan

January, 1973

AC014 151

TABLE OF CONTENTS

	Page
INTRODUCTION	1
THE QUESTIONNAIRE	1
FINDINGS	3
Positions Requiring Communication Degrees	3
Position Details	4
Turnover	5
Chances for Advancement	6
Intern Programs	7
Sources of Employees	9
On-campus Conference	11
Voids in Communication Training	11
CONCLUSIONS	13
APPENDIX	15
The covering letter and questionnaire distributed	16
Topics suggested for an on-campus communication professionals' conference	21
Communication positions, skills and experience needed, and beginning salary levels, as reported by respondent organizations	22
Land-grant Institutions	22
Out-of-Michigan Publications	36
Michigan TV-Radio	38
Michigan Publications	39

JOB MARKET SITUATION SURVEY FOR AGRICULTURAL COMMUNICATION GRADUATES

by Mason E. Miller*

INTRODUCTION

Michigan State University's College of Agriculture and Natural Resources has an Agricultural Communication undergraduate program handled by the Assistant Dean for Resident Instruction. During the last several years, the present Assistant Dean has been improving and promoting Agricultural Communication as an undergraduate major.

The current program has included some teaching by members of the Extension and Research Information staff, and their involvement in an "intern" program with selected Agricultural Communication majors.

Assistant Dean David Armstrong and Joseph Marks, Project Leader for Extension and Research Information, were interested in finding out more about the job market for graduates from this program. They came to the author, as part of the Institute staff, to see if ways could be developed to meet that purpose.

THE QUESTIONNAIRE

As a result, a questionnaire was developed during the Spring of 1972 and mailed out in June to 481 names of agriculturally-related publications and individuals who are on the mailing lists of the MSU Department of Information Services to receive general and special releases having to do with agriculture.

One hundred-three replies were received as a result of the mailing. No attempt was made to solicit more responses following the initial mailing.

---

*Associate Professor of Extension Communication

The 20% return is not high. However, a low overall return is understandable in that many of the media operations on these mailing lists were general media like daily newspapers and radio and television stations for whom agricultural coverage and audience would be a relatively minor factor or concern. They apparently tended not to see the questionnaire as relevant for them, and so did not bother to fill it out and return it.

TABLE 1 Questionnaires sent out and returned.

Sent to:	Number Sent	Number Returned	Percent Returned
Out-of-Michigan commerical publications and printers active in the agricultural field	193	21	11
Michigan publications, companies, and ad agencies active in the agricultural field	38	12	29
Michigan daily newspapers	53	16	28
Michigan television stations	21	5	24
Michigan radio stations	124	17	14
Land-grant University Editors and USDA Office of Information	51	32	63
Totals	480	103	21

Of the 103 replies received, roughly half came from Michigan and half from out-of-state; and 91 gave usable information for the analysis that follows.

The data from the survey are broken down in four classifications: land-grant, out-of-Michigan publications, Michigan television and radio, and Michigan publications. As pointed out before, all respondents came from a mailing list to which agricultural information is regularly sent by MSU's Department of Information Services.

The land-grant responses were from people working in the agricultural information offices of the various land-grant colleges and universities across the United States. Also included was the response from the U.S. Department of Agriculture's Office of Information.

Out-of-Michigan publications were principally agricultural magazines and ranged from general farm publications such as Farm Journal to specialized publications such as The Charolais Way. Also included were several publishing companies that do a variety of agricultural publishing.

Michigan television and radio stations were just that--general stations serving a particular geographic area of the state.

Michigan publications includes a number of Michigan daily newspapers, but also a number of organizations that serve agriculture and have public relations and/or information people and functions within their organizations. Examples of these were the Michigan Milk Producers, The Upjohn Company, and the Farm Bureau Services, Inc.

FINDINGS

Positions Requiring Communication Degrees

TABLE 2 How many positions in your organization now require people with a college or university degree related to communication?

Number of Positions	Affiliation of Respondents				Total
	Land-grant	Out-of-Michigan Publications	Michigan TV-Radio	Michigan Publications	
none		6	8	7	21
1-5	6	5	5	7	23
6-10	12	4	3	1	20
11-15	8		1	3	12
over 15	7	4	1	1	13
no reply				2	2
N=	33	19	18	21	91

Among the respondents, 21 (23%) reported no such positions in their organizations. Roughly half (46%) had 1-10 positions requiring a degree related to communication. The other quarter reported 11 or more positions.

The intention of the question was to find out to what extent employers see the degree as a requirement for filling positions in their organization. The question did not ask about "agricultural communication" training. Responses indicated that most replies took the question in it's broader meaning of all types of communication training--not just agricultural.

Replies usually did not indicate that these employers who had no such positions would not hire such a person if he was found appropriate for a job. They simply indicate that a degree in communication is not a prerequisite for getting the job.

The land-grant college and university segment tended to report more such positions in their organization than did the other segments. Of course, they are part of an academically oriented system. Having a bachelor's degree is often one of the "givens" for being considered for a job with these information staffs. Too, while the commercial organizations responding tend to be concerned with only one medium--radio, or TV, or newspapers, or publications--a typical land-grant information staff deals with all these media. Therefore, it's professional information staff would tend to be larger than that for many of the individual media operations in the same state.

TABLE 3 Number of positions reported as requiring people with a college or university degree related to communication.

Institution	Number of Positions Requiring Communications Degree
Land-grant	456
Out-of-Michigan Publications	166
Michigan TV-Radio	73
Michigan Publications	138
Total	833

Position Details

Responses concerning specific positions, requirements, beginning salaries, and necessity for experience are presented in the Appendix.

In addition, these employers were asked whether the positions they reported required little, some, very much background in agriculture or natural resources. Out of the total 833 positions reported by these respondents, 395 responses were made to this question.

TABLE 4 Number of positions where it is important to have agricultural or natural resource background to hold jobs in the responding organizations.

	Little	Some	Very	Totals
Land-grant	60	150	39	249
Out-of-State Publications		40	24	64
Michigan TV-Radio	34	9		43
Michigan Publications	14	7	18	39
Totals	108	206	81	395

If an Agricultural Communication undergraduate program is doing a good job of communication training, graduates from such a program ought to qualify for all kinds of general communication positions, as well as being particularly well fitted for agriculture-related positions.

Turnover

TABLE 5 What is the annual turnover rate among people in these positions? (Number of openings a year, average.)

Number of Positions Vacant Annually	Affiliation of Respondents				Total
	Land-grant	Out-of-Michigan Publications	Michigan TV-Radio	Michigan Publications	
Less than one	18	12	10	4	4
1	7	2	3	4	16
2	6	1	1	3	11
3			2	1	3
4	1			2	3
5	1	1			2
6		1			1
No reply		2	2	7	11
N=	33	19	18	20	91

Chances for Advancement

TABLE 6 Number of positions, higher than his beginning one, that a new communication employee could aspire to in your organization?

Number of Positions	Affiliation of Respondents				Total
	Land-grant	Out-of-Michigan Publications	Michigan TV-Radio	Michigan Publications	
0	1	3	2		6
1	9	1	2		12
2	15	3	3	3	24
3	2	2	3	1	8
4	2	1	3	1	7
5	3	2	1	3	9
over 5	1	1		3	5
No reply		6	4	9	19
N=	33	19	18	21	91

Respondents indicated low turnover rates. Over 77% estimated 2 or fewer openings a year. Estimated annual turnover among these employers totaled 70 positions: Land-grant 30, out-of-state publications 16, Michigan TV-radio 12, and Michigan publications 12. Thus while these respondents had many positions in their organizations calling for communication training at the university level, their annual turnover rate is just under 8.5%. The reporting land-grant institutions account for over 40% of the openings each year.

The existence of some kind of an hierarchical "ladder" up which communication graduates might aspire to climb was evident in most replying organizations. Most of these were quite "flat", however, with an average of around two higher positions being available in most organizations. Michigan newspapers were an exception to this picture, in that their average for those reporting an hierarchy was roughly four such positions.

Within the land-grant institutions reporting, the problem of identifying the possibilities of the future for a communication graduate was compounded by the various hierarchies that exist--those within an information staff itself, the possibility of moving into academic ranks, and the possibilities of moving clear out into university administration. Even at that, land-grant respondents tended to report on the basis of advancement within the information staff itself, and to report an average of two such steps as being possible for a beginner.

Intern Programs

TABLE 7 Do you hire inexperienced college students to work as communication "interns" with your organization?

Hire Interns?	Affiliation of Respondents				Total
	Land-grant	Out-of-Michigan Publications	Michigan TV-Radio	Michigan Publications	
Yes	18	6	11	10	45
No	15	12	6	8	41
No reply		1	1	3	5
N=	33	19	18	21	91

As a whole, the respondents were quite evenly split between those having and not having intern programs.

Those with intern programs were asked what the conditions of the internship are.

There was considerable variation in just what an "intern" is. It ranged from the idea of a student being a real trainee to his being summer help to his being merely a temporary fillin for someone who is on vacation or has left.

Student intern wages ranged from $1.20 to $4.00 an hour. The land-grant offices covered the range but clustered at the lower end--$2.50 and below.

Despite the proximity of these offices to the academic departments of the students, seldom do their interns work for academic credit alone. They may work for pay alone, or for pay plus credit.

The land-grant agricultural information offices use much student help. They have easy access to this kind of help and often are tied formally or informally to the teaching departments. And their universities are the ones most likely to have an academic program specializing in agricultural and natural resources communication. Students work as technicians to help the professionals in these offices. Sometimes they carry considerable of the information production burden.

The out-of-Michigan publications offices report few intern programs but those that do exist tend to pay better than the $2.50 an hour below which most of the land-grant offices fall. Michigan papers seem to have some training slots available, whether they call them "intern" positions or not.

Michigan TV and radio stations hire a number of students. Radio seems to hire more than does TV. Most are hired for minimum wages--$1.60 - $2.50 an hour. They act as announcers, engineers, copywriters. The radio stations in this survey are mainly small ones, so staff--even new student employees--have to be jacks-of-all-trades.

TABLE 8 (For organizations stating they had no intern program at present.) Would you be interested in starting an internship program for MSU students?

Interested in an MSU intern arrangement?	Affiliation of Respondents				Total
	Land-grant	Out-of-Michigan Publications	Michigan TV-Radio	Michigan Publications	
Yes	3	1	1	3	8
No	8	10	5	9	32
No present intern program, and no reply to this question	3	2		2	7
N=	14	13	6	14	47

Those organizations without intern programs of their own now, showed little interest in starting one with MSU. Of course, the problems of setting up such a program with out-of-state publications and land-grant institutions could be formidable. But even in-state, there was little interest. Even at that, eight organizations did say they were interested: University of Arkansas, Washington State University, The Charolais Way, Farm Bureau Services, Upjohn Company, University of Connecticut, Vance Publishing Company, and Michigan Milk Producers.

All of those interested were tentative about the intern possibility and wanted either more time or more facts about what an internship would be like and mean. The response from them was strongly, "We're interested, but it depends..."

One organization--the Farm Journal--indicated it had tried the intern idea a few years back and felt that they were neglecting the interns and so dropped it.

The tentativeness by those interested in an intern program is understandable since no concrete proposal was made for them to react to. However, it looks as if there might be a chance to develop intern programs with some organizations if MSU is interested in doing so for it's Agriculture and Natural Resources Communication majors.

Sources of Employees

Next, respondents were asked: When you are in the market for an Agricultural Communication or Natural Resource Communication graduate, who or what office would you contact?

What we were interested in here was knowing where these respondents turn to for employees. We wanted to know if they thought of our program at all. Or even of MSU.

In general, each group tends to "work it's own system."

The land-grant university editors report they contact other land-grant editors, agricultural journalism departments, USDA-Extension Service Information staff, their own professional organization AAACE (American Association of Agricultural College Editors), and PACE (a placement service of AAACE).

The out-of-Michigan publications group tended to list only journalism schools and departments. They listed almost no other sources for their employees in this field.

The Michigan television and radio personnel made it clear that they weren't specialized enough so that they'd be likely to look for a new employee with an agricultural and natural resources background. And when they hire, they say they contact and hire from other stations primarily. One out of 6 respondents in this group listed MSU as a source.

Michigan publications and information organizations gave no one particular reply. Four out of 14 mentioned MSU, and often specific people within MSU. Two of these mentioned the MSU "agricultural communications office" specifically.

Certainly it is clear that the Agriculture and Natural Resources Communication major is not well known. Nor is that program at MSU one about which practicing journalists generally think when recruiting.

Over 3/4ths indicated "little" or "some" such background was needed by their employees. At the same time, if a student wanted to aspire to work for many of the out-of-state or Michigan publications in our survey, they would want to be able to demonstrate a strong background in these areas--particularly for agricultural publications.

In view of the numerous graduates in this general area that the land-grant universities together have, it is surprising that more employers didn't at least list these as sources of potential employees.

On-Campus Conference

TABLE 9 Would you be interested in a day or two-day conference on campus to meet students, get up to date in research and thinking in Agricultural and Natural Resources Communication, etc.?

Interested in campus conference?	Affiliation of Respondents				Total
	Land-grant	Out-of-Michigan Publications	Michigan TV-Radio	Michigan Publications	
Yes	11	5	3	6	25
No	15	7	12	9	43
No reply	7	7	3	6	23
N=	33	19	18	21	91

A quarter of the respondents said they'd be interested in such a conference. Some 16 (42%) of those from out-of-state who took a stand were interested, vs. 9 (30%) from in-state. This difference may well reflect a greater commitment to the agricultural communication field on the part of the land-grant respondents.

When those interested in such a conference were asked for program ideas, a number stated they would come only for student interviewing and recruitment purposes. Michigan respondents seemed to be interested in a fair range of topics relating to agriculture and rural America--from learning about and assessing rural changes, to layout and design, to the latest in communication theory and research, to social issues for rural America. (See Appendix.)

Voids in Communication Training

TABLE 10 Do you see any voids between the way students are trained for Agriculture and Natural Resources Communication jobs and what you expect them to know or be able to do on the job?

See Voids?	Affiliation of Respondents				Total
	Land-grant	Out-of-Mich. Publications	Michigan TV-Radio	Michigan Publications	
Yes	14	2		3	19
No	10	7	3	2	22
No reply	9	10	15	16	50
N=	33	19	18	21	91

Many respondents said they did not know enough about the training programs for Agriculture and Natural Resources Communication students to be able to answer. Those who felt they could respond--about half of these returning usable questionnaires--were quite evenly split in their opinions.

Land-grant university editors tended to make many more comments than respondents from the other segments. This is probably due to their greater familiarity with and contact with both sides of this picture--the academic training of students and the performance of those graduates on the job. (One could also speculate that they are more conditioned to filling out and returning questionnaires!)

Needs expressed as important to emphasize more in student training for journalism were: spelling and grammar, business training, more audio-visual training, more practical experience, and more training in communication strategies.

Finally respondents were asked to: Please comment about anything else you think would help us do a better job of training young people to work for organizations like yours.

These responses tended to expand on and reinforce the responses to the earlier question about voids in student training.

Again, the remarks here supported increased practical experience for students in the media or medium they want to work with. Respondents pointed out the need for graduates to be capable in various communication techniques--speaking as well as writing, for example. Because many operations are small and employees must fill many roles, respondents also emphasized the need for math and business training. A strong general communications backgrounding even for students wanting to specialize in a particular journalistic area was mentioned by several.

CONCLUSIONS

A number of things stand out after having reviewed these questionnaires.

1. There were a sizable number of positions among the organizations reporting that call for college or university communication training. At the same time, the turnover in personnel is not high. So with 833 positions reported, turnover reported among those positions was only 70 a year.

2. There would seem to be considerable room for further publicizing among and "educating" of potential employers on the details of the Agriculture and Natural Resources Communication major--at MSU and at other schools as well. Employers from commercial concerns--whether they were directly associated with agriculture or not--tended not to know about such a major or have any idea of the training majors might receive through their academic program. Land-grant university editors tended to have more to say about training for such students, probably because they are closer to the academic programs those students take.

3. A beginner going to most of these employers would be joining an organization where there was some chance of promotion--at least in terms of most organizations having several steps up in their hierarchy. It appears that there may be more possible steps or avenues for promotion in the long run in the land-grant institutions than in most other organizations.

4. About half of the reporting organizations have what they call "intern" programs. Of those that don't now have them, only a relatively few indicated interest in exploring such a program with MSU. Part of the low response is attributable to the inclusion of many out-of-state organizations in the data.

This does not mean that MSU couldn't follow up with those that are interested. In fact, starting rather small and developing such a program carefully certainly can have advantages.

5. About a quarter of the respondents indicated they would be interested in an on-campus conference to talk with students and to get brought up to date

in research and practice in agricultural communication. They mentioned a wide range of topics that might interest them--from basic skills to understanding the social situation of rural people. Thus it would seem that there would be sufficient interest to warrant such a conference. It probably would not be a large conference, but it could deal with a wide range of topics and be of interest to a fair-sized group.

6. Most respondents who commented on the voids between student training and on-the-job needs mentioned basic skills such as spelling, grammar, writing skills, and on-the-job practical experience. A number of comments emphasized the desirability of the student getting a fairly wide range of communication skills--not just writing, for example, but also speaking and audio-visual methods, for instance.

7. There is a need for graduates trained in Agricultural and Natural Resources Communication. Jobs are available. Salaries are competitive with those for many other beginning jobs.

APPENDIX

The covering letter and questionnaire distributed.

Topic Suggestions for an on-campus agricultural communication professionals' conference.

Communication positions, skills and experienced needed, and beginning salary levels, as reported by respondent organizations.

COOPERATIVE EXTENSION SERVICE

MICHIGAN STATE UNIVERSITY • EAST LANSING • MICHIGAN 48823

AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING

College of Agriculture
and Natural Resources
Education Institute
Agriculture Hall

June 19, 1972

Dear Sir:

We need your help.

Each year our College turns out graduates in Agricultural Communications. We need to know more about the job market to help them find jobs, and to help you locate possible employees in the future.

We're asking you to fill out the accompanying questionnaire concerning jobs in your organization. It is being sent only to organizations which employ or might employ Agricultural Communications graduates.

So that your data are included in our summary, please return the questionnaire within two weeks.

On behalf of our students, many thanks.

Sincerely,

Mason E. Miller

Mason E. Miller
Specialist in Communications

MEM:jle

Enclosure

P.S. Agricultural Communications graduates from MSU have skills in one or more of the following: news and feature writing; radio writing and performance; television writing, directing, production; public relations; advertising copy writing, space and time sales, campaign strategy; publications design, layout, production, editing; and audio visual work such as exhibit design and construction, slide-tape presentations, writing, etc.

ANREI-MSU 5/72

Your name and mailing address_____

_____

AGRICULTURAL COMMUNICATION JOB SURVEY

1. How many positions in your organization now require people with a college or university degree related to communication?

_____ (No.)

2. What is the annual turnover rate among people in these positions? (Number of openings a year, average.)

_____ (No.)

3. Say a college graduate begins work with your organization. What we're interested in are the opportunities he has for advancement. How many positions higher than his beginning one might he aspire to, given that he was qualified?

_____ (No.)

4. Do you hire inexperienced college students to work as communication "interns" with your organization to learn your business and the skills needed to work there?

_____ Yes _____ No

A. If "yes," who is eligible, what are they hired to do, how do they apply, how much are they paid, how long is the internship?

B. If "no," would you be interested in starting an internship program for MSU students?

_____ Yes _____ No

Position Title	# of Such Positions	Present Positions (check 1)		Skills Needed by Applicant	Applicant Should Be: (check 1)			Expected Beginning Annual Salary	Importance of Having Ag or Natural Res Background (check 1)		
		Filled	Open		Beginner	Experienced	Either		Little	Some	Very

When you are in the market for an Agricultural Communication or Natural Resource Communications graduate, who or what office would you contact?

Would you be interested in a day or two-day conference on campus for persons like yourself -- where you could meet and talk with students, get up to date in the latest research and thinking in Agricultural and Natural Resources Communication, etc.? Yes _____ No _____

If "yes," do you have suggestions for what such a conference might cover?

Do you see any voids between the way students are trained for Agriculture and Natural Resource Communications jobs and what you expect them to know or be able to do on the job? Yes _____ No _____

If "yes," please explain.

Please use the space below to comment about anything else that you think would help us do a better job of training young people to work for organizations like yours.

Thank you. Please return this questionnaire in the attached postage-paid envelope to:

ANR Education Institute
410 Agriculture Hall
Michigan State University
East Lansing, Mich. 48823

TOPIC SUGGESTIONS FOR
AN ON-CAMPUS AGRICULTURAL COMMUNICATION
PROFESSIONALS' CONFERENCE

Land-grant Editors

Curriculum development.
Cooperation among universities, undergraduate and graduate student research.
New ideas in the communication field.
Developments in offset printing, especially those used by weeklies.
Organization--communications methods.
Communications training for lay leaders.
Strengthening relations with individuals who represent the mass media.
Successful approaches in communicating with specialized audiences.
Student expectations on their first full-time job.
What employers expect of students and vice versa.
Possible internships.
How to do a better job of reaching audiences.

Out-of-Michigan Publications

Program to acquaint students with the kind of job opportunities there are.
Up-dating on the latest in communication research.

Michigan TV and Radio

Sessions on farm broadcasting.

Michigan Publications

Exchange of views between academics and professional journalists.
Recruiters getting more information about your (ag. Comm.) program.
Identify types of information modern-day farmers want.
How do farmers get their information today?
Public relations in agriculture.
Art and production, advertising, market.
Help for small dailies that are trying to expand coverage into their rural areas, but need help doing it. Same for weeklies.
Farm social issues in addition to discussion with research and science.
New theory and practice in communication--with both academics and practitioners contributing. Successful techniques employed.
Layout and design and its role in effective communications.
Methods of communicating agriculture's story to the general public.

APPENDIX

COMMUNICATION POSITIONS, SKILLS AND EXPERIENCE NEEDED, AND BEGINNING SALARY LEVELS, AS REPORTED BY RESPONDENT ORGANIZATIONS

LAND-GRANT INSTITUTIONS

Positions	No.	Skills Needed	Experience Needed			Beginning Salary (Annual)
			No	Yes	Either	
University of Arizona						
Publication Editor	2	Writing-layout-design-knowledge of papers-printing equipment-editing and processing procedures		X		10-12,000
News Editor	1	Writing-knowledge of news and distribution		X		10-12,000
Editor, Electronics Media	1	Knowledge of movie, TV and still photography, writing ability, skill in interviews		X		10-12,000
Editor	1	Magazine writing, design layout. Special promotions and skills in planning and producing radio shows		X		10-12,000
Chief Editor	1	Supervising-organizing new and different programs - administration and counseling - some teaching		X		
University of Arkansas						
Radio Ed.	1	Formal training in radio with a BS or better			X	11,200
Television	1	Journalism with experience in TV either commercial or ETV			X	
News	1	Ability to create ideas as well as write copy			X	
Publications	1	Good knowledge of grammar. Proof reading ability-some layout and design			X	
Ext. Ed. (Adm.)	1	Knowledge of Ext. org. and adm. ability		X		16,000

LAND-GRANT INSTITUTIONS

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual
Clemson University						
Assistant Radio-TV	2	Training or experience in Broadcast Media			X	7-8,000
Assoc. Visuals Editor	1	Photography and Audio Visuals		X		8,000
Extension Artist	1	Training or experience in layout design etc.		X		7,000
Assoc. Editor	3	Training or experience in Communication		X		11,000
Publications Editor	2	Training or experience in Communication			X	7-9,500
Colorado State University						
Director	1	Journalism training and experience with special emphasis on writing and some photography		X		**
Experiment Station Editor	1	Journalism training and experience with special emphasis on writing and some photography		X		
Extension Editor	1	Journalism training and experience with special emphasis on writing and some photography		X		
Consumer Science Editor	1	Journalism training and experience with special emphasis on writing and some photography		X		
Editor	1	Journalism training and experience with special emphasis on writing and some photography		X		
Resident News Editor	1	Journalism training and experience with special emphasis on writing and some photography		X		
Asst. Resident News Editor	1	Journalism training and experience with special emphasis on writing and some photography		X		

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Asst. Editor	1	Journalism training and experience with special emphasis on photography and some writing required		X		**
Radio-TV Editor	1	Training and experience in Journalism with special emphasis on radio and television		X		
Radio-TV Specialist	1	Training and experience in Journalism with special emphasis on radio and television		X		
**Salaries range from $7,500 to $14,000 depending upon experience and ability.						
University of Connecticut						
Agricultural Editor (Art)	1	Practical experience in graphic arts and printing BS or BA		X		9,000
Agricultural Editor (Press)	1	Demonstrated writing (news) ability in colleges or elsewhere. BS or BA			X	8-10,000
Agricultural Editor, Dept. Head	1	At least MS degree and diversified communications experience. Must qualify for rank associate professor in University of Connecticut		X		15,000
Agricultural Editor (Publications)		Major emphasis in college on publication production as well as editing and writing			X	9,000
University of Florida						
		In Florida we employ career service workers only after the applicant is screened and tested by the University Personnel Board.				
		Academic employees must have a masters degree and qualify for at least an assistant professor rank.				
		We would not be able to participate very well in an in-service training program.				

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
University of Georgia						
Editor (Ext.)		General Communications			X	Open
Editor (Station)		General Communications-Publications			X	Open
Assistant to Dean		Public Relations			X	Open
Editor-News		News writing				12-15,000
Editor-Visual Communication	3	TV, Photography, Cinematography			X	12-15,000
Editor-Pub.	1	Editing, Design			X	12-15,000
Editor-Radio	1	Audio communications-news		X		12-15,000
Editor-Rural Development	1	General, mainly newswriting		X		12-15,000
University of Idaho						
Ag. Editor	1	All-around communicative skills and admin.		X		
Asst. Ag. Editor	2	One--news, publications One--news, radio-TV Both--Photo, PR knowledge		X	X	
Editorial Asst.	1	Writing and excellent command of English			X	
University of Illinois						
Extension Communication Specialist writing	5	Academic education in agriculture or home economics or related fields and communications. Should be able to communicate by writing via a wide variety of channels.		X		8,500-10,000

LAND-GRANT INSTITUTIONS

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Extension Communication Specialist Broadcast	2	Same academic background as above specialist except that skills should be in broadcast communication.		X		8,500-10,000
Extension Communication Specialist Film Production	2	Same as above specialist except the skills should be in film production		X		8,500-10,000
Extension Specialist Graphic Arts	5	Graphic arts and graphic design		X		8,500-10,000
Instructional Media Specialist	2	Broad background in academic education in a subject matter field related to agriculture and home economics plus education in education and communications.		X		10,000-15,000
Communication Instructors	3	Advanced degree and experience in teaching educational communications.		X		10,000-15,000
Iowa State						
Assoc. Ext. Ed.	4	Ed. Comm., plan and develop all types of communication units--news, radio, TV, broadcast spots, VTR		X		12,000-16,000
Asst. Ext. Ed.	5	Similar to above		X		10,000-14,000
Kansas State University						
State Leader and Director University Information	1	Knowledge of all communications techniques, plus administrative		X		20,000
Assoc. Extension Editors	4	Specialized media training (radio/TV, press, publications, general)		X		15,000

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Assistant Extension Editors (Press)	4	Specialized media training (press)		X		12,000
Asst. Extension Editors (Publications)	2	Specialized media training (publications)		X		12,000
Extension Radio/TV Specialists	7	Specialized media training (radio/TV)		X		12,000
University of Maryland						
Agricultural Editor & Head of Department	1	Ability to plan, coordinate and administer including budgeting and accounting) a communications program operated within guidelines established by agricultural divisions of the University		X		20,000
Associate Agricultural Editor	1	Comparable to those of the Agricultural Editor and Department Head		X		16,000
Associate Editor State Board of Ag.	1	A thorough knowledge of communications principals and techniques and an understanding of and appreciation for programs and objectives of the State Board of Agriculture.		X		16,000
Associate Editor-Extension	1	A thorough knowledge of communications principals and techniques and an understanding of and appreciation for programs and objectives of the Cooperative Extension Service.		X		12,000
Associate Editor-Radio and TV	1	A thorough knowledge of radio and TV broadcasting along with an understanding of and an appreciation for programs and objectives of the University's agricultural divisions.		X		15,000

Positions	No.	Skills Needed	No	Yes	Either	Beginning Salary (Annual)
Associate Editor-Graphic Arts	1	An ability to develop graphics providing support for program objectives of agricultural divisions of the University--including layout and design of publications and providing in-service training for other faculty members.		X		14,500
Associate Editor-Visual Aids	1	A thorough knowledge of all aspects of photography and the use of audi-visual aid equipment and the ability to provide in-service training in these areas.		X		13,500
Associate Editor-Publications	1	The ability to perform all work associated with editing and publishing publications, including layout, design,type selection and printing arrangements.		X		12,500
Assistant Editor-Publications	1	Comparable to those of the Associate Editor-Publications		X		11,500
Assistant Editor-	1	Basically, the ability to write			X	10,000
Michigan State University						
Ag. Res. Ed.	1	Journ. Writing, photography, background in area they are writing about. Some knowledge of other media			X	12,000
Ext. Infor. Spec. (Ag.)	1	Same as above			X	12,000
Ext. Infor. Spec. (Mktg.)	1	Same as above			X	10,000
Ext., Infor. Spec. (4-H)	1	Same as above			X	10,000
Ext. Infor. Spec. (Res. Dev.)	1	Same as above			X	10,000
Ext. Infor. Spec. (Fam. Living)	1	Same as above			X	10,000
Exp. Sta. Pub. Ed.	1	Editing, layout, design of publications		X		12,000

Positions	No.	Skills Needed	Experience Needed			Beginning Salary (Annual)
			No	Yes	Either	
Ext. Pub. Ed.	2	Ability to deal with printers, select type, paper, etc.		X		12,000
Dept. Pub. Ed.	1	Same as above		X		10,000
TV/Radio Editor	1	Announcing ability, skill in radio and TV Production, photography and cinematography, interviewing, some knowledge of radio and TV technology (video tape, cameras, tape recorders).		X		12,000
Exp. Sta. Photog.	1	Photography--conventional and micrographys. Shooting, processing and developing black and white and color slides and prints	X			10,000
Proj. Leader and Editor	1	Journalism skills, background in other media, administrative ability		X		15,000
University of Minnesota						
Information Spec.	5	Writing and editing ability		X		12-15,000
Visual Spec.	1	Visual and education background		X		18-20,000
Radio Spec.	2	Radio, speech, education				14,000
TV Spec.	2	TV				12-15,000
Artist	4	Art, graphics			X	8,000
Research	1	PhD or on way to PhD		X		15-18,000
University of Missouri						
Department Chairman	1	Broad communications, background and administrative ability				
Press Editor	2	Prepare news releases; handle camera			X	8-13,000
Publications Editor	4	Editing and layout skills, be able to handle camera			X	8-17,000

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Radio-TV Editor	2	Be proficient for both "on air" work and mechanical problem solving in making recordings		X		10,000
Science Editor	1	Write news, maintain relationships with editors, prepare audio-visual presentations		X		15,000
Audio-visual Editor	1	Prepare slide-tape presentations and other instructional supports		X		12,000
Special Projects Editor	1	Variety of communication skills		X		10,000
University of Nevada						
Communication Specialist	1	Media training			X	*
Broadcast Editor	1	Electronic Media Training			X	
News Editor	1	Writing			X	
Publications Editor	1	Editor			X	
Editor in Charge	1	Administrative plus skills in Media			X	
*Salaries vary with experience and degrees						
University of New Hampshire						
Extension Editor, Agriculture	1	Media and public relations		X		*
Extension Editor, Home Economics	1	Media, especially TV and publications		X		
*Salaries are related to experience						

LAND-GRANT INSTITUTIONS

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
North Carolina State University						
Section Heads	4	Talent in a particular media area (visual aids, publications, news), plus some supervisory skills		X		15,000
Asst. Editors	7	Talent in a particular area			X	10-12,000
Asst. Editor	1	New position to work in several media at 1890 institution				12-14,000
Communications Teaching	2	(1) English and several communications skills plus teaching ability				14,000
		(2) Media specialist to work with teachers				14,000
North Dakota State University						
Staff writers	3	Writing skills		X		7,500
Graphics	1	Layout, design and artistic skills		X		8,000
Audio-visual	1	Photographic composition and technical skills		X		8,500
Radio-TV	1	Interview, technical, reporting skills		X		8,500
Ohio State University						
Student Asst., News	1	Basic courses in news writing, some experience in news writing preferred but not required			X	$2 per hour
Student Asst., Radio	1	Basic skills in news writing and reporting			X	$2 per hour
Student Asst., Visual Arts	1	Some skill in drawing and layout preferred but not required			X	$2 per hour
		Faculty Positions (or Technical)				
Radio Editor	1	News reporting and radio broadcasting			X	8,500
News Editor	2	News reporting and editing, feature writing			X	8,500

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
4-H Publications Editor	1	Experience in 4-H work, skills in writing, editing, layout			X	8,500
Publications Editor	2	Skills in writing, editing, layout, printing			X	8,500
Home Economics Editor	1	Skills in writing, editing, layout			X	8,500
Artist	4	Skills in drawing, layout, design, photography			X	7,500
Photographer	3	Skills in picture-taking and processing, both color and black and white			X	7,500
Electronics Media Editor	1	Basic skills in operation of electronic equipment			X	7,500
Oklahoma State University						
Director	1	Communication and administration skill		X		20,000
Associate Director	1	Communication and administration skill		X		18,000
Publication Editor	1	Publication design, layout, production editing		X		14,000
News Bureau Editor	1	News and Feature writing, Public Relations		X		14,000
Radio-TV Editor	1	Radio and TV writing and performance directing and production		X		14,000
Asst. Pub. Editors	5	Publications design, layout, production and editing			X	9,000
Asst. News Bureau Editors	8	News and Feature Writing			X	9,000
Asst. Radio-TV Editors	2	Radio-TV writing and performance directing and production			X	9,000
Purdue University						
News Editor	3	Journalistic			X	*
Radio/TV Spec.	2	Communications		X		
Publication Editor	7	Journalistic/Knowledge of printing			X	

Positions	No.	Skills Needed	Experience Needed			Beginning Salary (Annual)
			No	Yes	Either	
Publication Art	2	Comparable to commercial artist		X		
Visual Aids Spec.	5	Communications		X		
Visual Designer	3	Commercial art/visual communication			X	
Motion Picture Spec.	3	Cinematography		X		
*Beginning salary for inexperienced graduate (BS, BA) is $8,000. Masters degree and no experience = $9,500.						
South Dakota State University						
Agric Editor	1	Coordinate all news and info programs, run bulletin room		X		12,000
Publications Ed	2	Handle editing and some layout; know offset print capability, etc.	X			7-9,000
News & Feature Writer	1	Handle news and feature for College of Ag. & Extension; also prepares printed annual reports (copy and pix only).		X		9,000
Visual Aids Spec.	1	Audio visual capability (slide production and tape production		X		7,800
Visual Aids Spec.	1	Displays and exhibit capability (design and production)		X		7,800
Radio/TV	1	Produce radio and TV films and clips		X		8,000
Artist-Illustrator	1	Do layout and design work for publications and be able to produce visuals for slide and TV presentations		X		7.800-9,000
University of Tennessee						
Assistant Professor	6	General understanding of communication process; communication production		X		7,500
Professor	1	Skills in radio, TV, newswriting, publication editing, visual planning and production		X		8,000

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Artist	1	Commercial art training at college level		X		
University of Vermont						
Head, Department	1	Skills/experience in newspapers/radio		X		8-14,000
Press, Radio Spec.	2	Same as above		X		8-14,000
TV Specialist	1	Skills/experience in TV		X		14,000
Publication Specialist 1 st.	1	Skills/experience in publishing, editing		X		16,000
Publication Specialist 2 nd.	1	Skills/experience in publishing, editing		X		8,000
Washington State University						
Extension Editor	1	Administrative skills-writing-photography		X		16-18,000
Information Spec.	3	Writing-photography (open positions also requires radio-TV talent)			X	BS 9-11,000 MS 11-14,000
Special Reports Writer	1/2	Writing-photography		X		Same as above
Bulletins Editor	2	Writing-editing-layout			X	Same as above
Radio-TV Spec.	1	Radio-TV-Writing-Photography (Both still and movie)			X	Same as above
West Virginia Univ.						
Extension Spec. Radio-TV	2	Radio and TV writing and production		X		Depends on Exp. and degree
Extension Spec. Proj. Dev. & Training	1	Writing, planning, organizational		X		
Extension Spec. Press	2	Writing, photography		X		
Extension Spec. Publications	1	Editing, layout, graphics		X		

Positions	No.	Skills Needed	Experience Needed			Beginning Salary (Annual)
			No	Yes	Either	
Extension Information Spec.	1	Editing, writing, general assignment		X		Depends on Exp. and degree
Extension Editor	1	Administrative, editing, writing		X		

OUT-OF-MICHIGAN PUBLICATIONS

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
The Charolais Way						
Field Man and Assistant Editor	1	Knowledge of livestock management, sales operations and purebred feeding programs			X	7,500-8,000
George Ball Inc.						
Assistant to Advertising Mgr.	1	Public relations, advertising copy writing, publications design and layout, production editing, audio-visual, color photography, still and movie, script writing, sales meeting presentations.			X	8,400
Farm Journal						
					X	9-13,000
Garden State Publishing Co.						
Assoc. Editor	2	Writing, layout, printing, interviewing travel			X	6,500
Editor	4	As above (Associates are expected to do everything and anything the editor must do)		X		15,000 up
Editorial Director	1	As above plus knowledge of all fields and ability to work effectively with subordinates on long-range planning		X		18,000 up
Miller Publishing Company						
Editor	5	Superior ability to manage a publication staff		X		12-16,000
Managing Editor	7	Writing and reporting ability sufficient to assure sound editorial content of publication.		X		10-12,000
Staff Editor	6	Fundamental skills to enable the individual to follow directions and learn the specific needs of our publications (We consider these individuals in training to become managing editors).			X	7,500-9,000

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Sales Representative	10	Ability to sell (Our sales people are more likely to have a background in agr. business, although agr. communicators also fit into sales assignments).			X	8,000
Research, Promotion, Circulation Staff Personnel	11	A variety of creative, writing and organizational skills.			X	7,000
National Livestock Feeder Association						
Exec. Sec'y	1	Broad knowledge of agriculture, with emphasis on livestock industry; news and technical writing and speaking ability; business administration; meeting and convention management; business analysis, with emphasis on livestock marketing and agricultural economics; lobbying, both state and national; public relations and industry promotion.		X		20,000
Research Analyst	1	Practically same as above, with heavy emphasis on analysis of marketing and ag. economics, as well as lobbying and preparation of papers therefore.		X		15,000
Public Relations Director		Practically same as above, with less emphasis on analytical activities and lobbying, but with heavy emphasis on magazine writing, editing and management, as well as preparation of various materials for printing.		X		12,000
Webb Publishing Company						
Editors	5			X		15,000
Managing Editors	5			X		14,000 up
Senior Assoc. Editor	1			X		14-15,000
Assoc. Editors	11			X		8-12,000

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
WCER Charlotte						
Announcer	4	Journalism			X	$100-120 per week
News	1	Journalism			X	$100-120 per week
WZZM Grand Rapids						
Audio Camera-man	4	Common sense, willingness to learn and get along well with people			X	$2.50 per hour
Audio Floor-man	2	Same as above				
Announcer	3	Good appearance; pleasant voice		X		$3.50 per hour
WUCM Delta College						
Producer-Director	4	MS degree in Broadcasting			X	10,000
WGRV Grayling						
Sales	10	Sales or merchandizing experience-not necessarily in radio. Call on businessmen and retailers. Sell radio advertising.		X		6-10,000 commission
WJIM-TV Lansing						
Producer-Director	3	TV Production-Esthetic-Creative			X	8,500
Radio Producer	1	Radio commercial prod.		X		7,500
News Reporter	6	Journalism, writing, on-camera		X		9,000
Writers	4	Self explanatory		X		6,800

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Alma Daily Record Leader						
Farm Editor		Reporting, basic farm knowledge, personality, typing, etc.			X	$125.00 weekly
Alpena News						
					X	
Farm Bureau Services, Inc.						
Advertising Assistant	1	Writing, personal contact business organizations, Ag. knowledge, advertising production, sales ability			X	
The Flint Journal		Ours is a continuing program and we take 4 or 5 college graduates each year and expose to all phases of our operation.				
Ironwood Daily Globe						
Advertising Dir.	1	All of these should know how to write the King's English				
Retail Adv. Mgr.	1	Use a typewriter				
Classified Mgr.	1	Get along with people				
Display Adv. Solid	1	It's nice if he can spell too				
Circulation Mgr.	1	We start our men at $115 a week and pay 54 weeks a year. We pay all insurance and have a company paid pension plan.				
Managing Editor	1					
City Editor	1					
Sports Editor	1	No Michigan men (U of) are working here. Our men come from U of Missouri, U of Wisconsin, Ohio State, U of Colorado, Oregon State, Eau Claire.				
Wire Editor	1					
Photographer	1					
News leg man	1					
Production Mgr.	1					

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
Michigan Milk Producers						
Director of Information	1	Writing, layout, dealing with printing firms; knowledge of milk marketing and dairy farming helpful but not mandatory; knowledge of advertising and ability to administer a program in this area. Personal traits of sound judgment and initiative are perhaps just as or more important than specific skills mentioned above.			X	depending on experience
The Saginaw News						
Reporter		Reporting, writing			X	7,800-8,500
Copy Editor		Editing, layout, writing			X	7,800-8,500
Photographer		Photographic			X	7,800-8,500
The Upjohn Co.						
Advertising Staff Asst.	3	Bachelor's degree in Advertising, Journalism, Marketing or Agriculture or extension advertising experience. Entry level position; 0-3 years experience			X	12,500
Advertising Specialist	3	College or equivalent (as above) Three years' experience minimum		X		14,500
Sales Promotion Specialist	1	Same as Advertising Specialist Actual sales experience highly desirable				Depends on past experience
Manager, Marketing, Communications	1	Same as Advertising Specialist Previous supervisory experience desirable		X		
		All positions require writing proficiency: knowlege of advertising layout/design. Previous experience with an advertising agency most desirable				

MICHIGAN PUBLICATIONS

Positions	No.	Skills Needed	Experience Needed No	Yes	Either	Beginning Salary (Annual)
UPI-Detroit						
Reporters	10	Writing skills				$167.00 per week

ERIC Clearinghouse
FEB 26 1973
on Adult Education